



OVERVIEW

October is Pedestrian Safety Month and *Street Smart* is launching a safety campaign to remind Washington area drivers, bicyclists, and pedestrians to slow down, be alert, and obey traffic laws.

A NATIONAL PROBLEM

- In the first half of 2020, the COVID-19 lockdown decreased the number of vehicle miles traveled, but the fatality rate for pedestrians increased 20%.¹
- Despite fewer cars on the road in the first half of 2020, the number of pedestrian fatalities stayed flat. From January through June 2020 there were 2,957 pedestrian deaths, while in 2019, there were 2,951 for the same time period.¹

REGIONAL FACTS

- Despite a decrease in traffic on our region’s roadways, the number of pedestrian and bicycle fatalities remained steady, reflecting national trends.
- Preliminary numbers indicate that in 2020, there were 94 pedestrian and 5 bicyclist fatalities, compared to 92 pedestrian and 7 bicycle fatalities in 2019.²
- Police departments will conduct increased enforcement this spring, ticketing drivers, pedestrians and bicyclists who break traffic safety laws. Fines range from \$40 to \$500.

2020	Alexandria City	Arlington Co.	Fairfax City	Fairfax Co.	Falls Church City	Loudoun Co.	Manassas City	Manassas Park City	Prince William Co.	Charles Co.	Frederick Co.	Montgomery Co.	Prince George's Co.	DC	TOTAL
FATALITIES															
Pedestrian	2	2	0	15	0	1	0	0	5	4	2	17	36	10	94
Bicyclist	0	0	0	0	0	0	0	0	0	0	0	2	2	1	5
All traffic	7	4	1	37	0	12	1	0	18	25	23	44	106	36	314

CAMPAIGN COMPONENTS

- Testimonial television spots, documentary videos, and webpage featuring local residents affected by pedestrian crashes.
- “Lives Shatter on Impact” Testimonial Wall, a touchless experience where visitors can watch videos on a large screen TV of individuals talking about the aftermath of a serious or deadly crash on their lives, and then scan a QR code for additional information.
- English and Spanish exterior bus ads, interior bus cards, bus wraps, and transit shelters.

STREET SAFETY TIPS

If you're driving...

- Slow down and obey the speed limit.
- Stop for pedestrians at crosswalks.
- Be careful when passing buses or stopped vehicles.
- When turning, yield to people walking and biking.
- Look for bicyclists before opening your door.
- Allow at least 3 feet when passing bikes.
- Avoid using your cell phone and never text while driving.

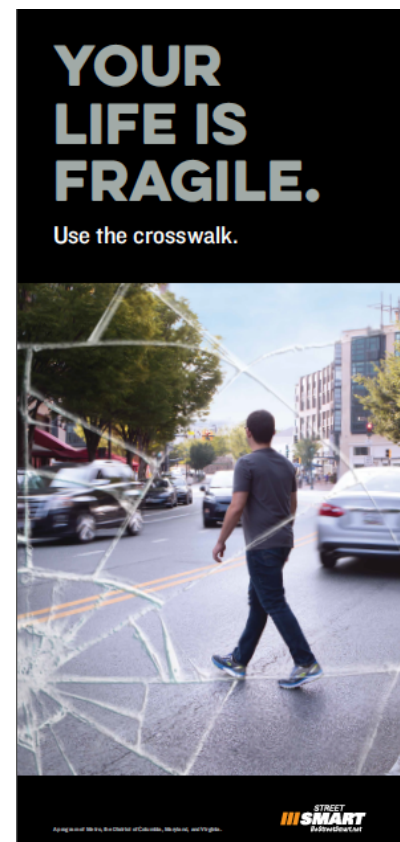
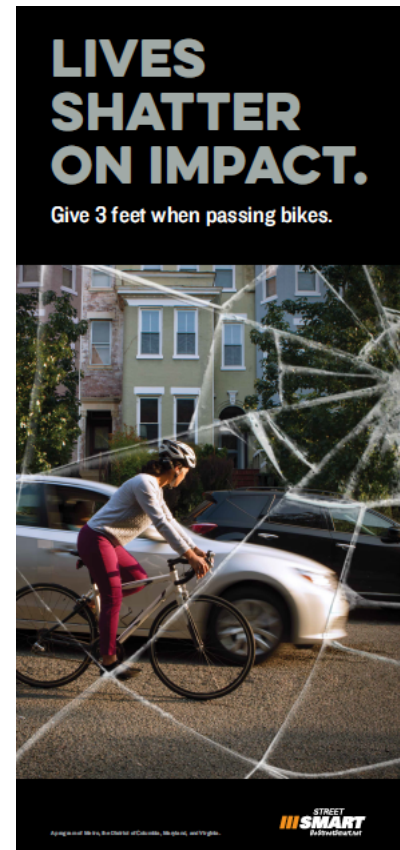
If you're walking...

- Cross the street at the corner and use marked crosswalks when they're available.
- Use the pushbuttons.
- Wait for the walk signal to cross the street.
- Watch for turning vehicles.
- Before crossing look left, right, and left again.
- Be visible. Wear something light or reflective after dark.
- Watch out for blind spots around trucks and buses.
- Avoid using your cell phone while you're crossing the street.
- On an off-street trail, obey all posted signage and approach intersections with caution.

If you're biking...

- Obey signs and signals.
- Never ride against traffic.
- Ride in a straight line at least 3 feet from parked cars.
- Use hand signals to tell drivers what you intend to do.
- Wear a helmet.
- Use lights at night and when visibility is poor.
- On an off-street trail, obey all posted signs and approach intersections with caution.

*Laws and regulations differ between jurisdictions.
Visit www.BeStreetSmart.net for more information.*



¹ Governors Highway Safety Association, [Pedestrian Traffic Fatalities by State: 2020 Preliminary Data](#), published March 2021

² Preliminary data compiled from DDOT, MDOT, and VHSO in September 2021, subject to change